

Washington State Strategic Highway Safety Plan 2019 (Target Zero)

New Initiative Highlights

Initiative: Leverage Washington's Traffic Safety Culture

Reason: Washington currently has a strong traffic safety culture. The state's seat belt use rate is one of the best in the nation at 93%. Most people (78%) do not drive after drinking. Most people (85%) do not drive after using cannabis. Most drivers (91%) keep their focus on the road.

Strategies Include:

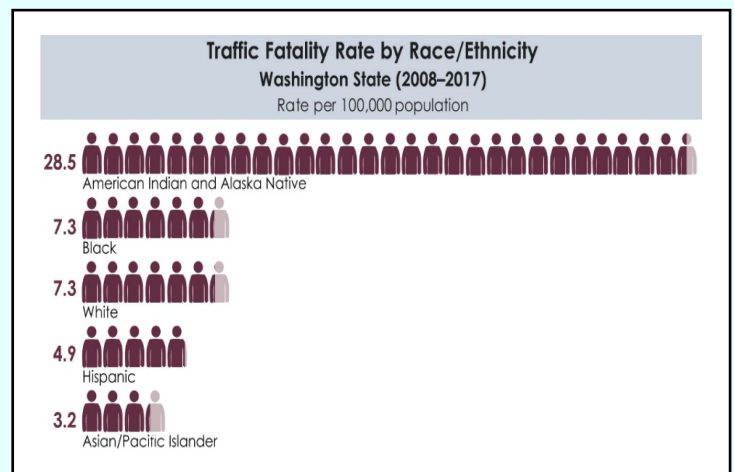
- Developing research methods to gather accurate data about beliefs and attitudes of Washingtonians, and using that information to understand how those beliefs and attitudes influence behaviors
- Changing the way we talk about traffic safety to grow our existing positive traffic safety culture
- Forming new partnerships to reinforce pro-active traffic safety rules within families

Initiative: Health Equity and Multicultural Communications

Reason: Serious injury and fatal crashes are more likely for people living in poverty as well as for vulnerable and marginalized populations.

Strategies Include:

- Implementing traffic safety projects in tribal and rural areas
- Providing training for traffic safety agencies and partners on cultural competence, multicultural engagement and communications
- Investing in improved infrastructure in underserved areas (example, separated pedestrian facilities, buffered bike lanes)

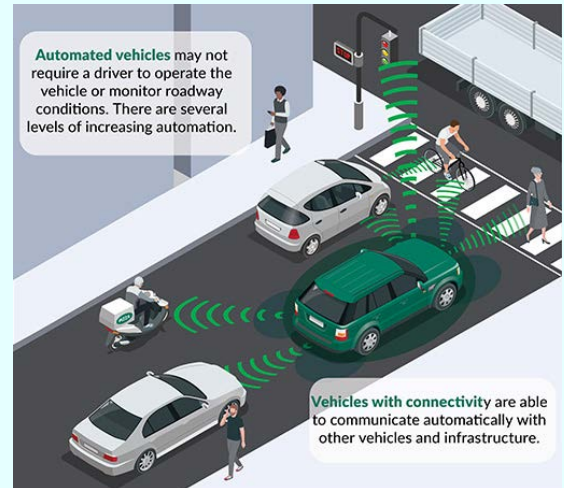


Initiative: Cooperative Automated Transportation

Reason: Advances in vehicle automation, connectivity, electrification and shared mobility are transforming transportation. With human error contributing to 94 percent of crashes, automation, coupled with changes in behavior, can make our roadways safer.

Strategies Include:

- Educating the public about proper use of automated safety features already in their cars
- Conducting a modified Health Impact Assessment to understand public health impacts of automated vehicles, and any disproportionate impacts to disadvantaged communities
- Understanding changes in data access, assessment and privacy in crashes involving Autonomous Vehicles



Source: WSDOT, Cooperative Automotive Transportation, 2019

Initiative: Safe Systems Approach

Reason: People make mistakes and traffic systems can be designed to reduce the number of severity of crashes caused by those mistakes. Safe Systems Approaches include four main components: speed, infrastructure, vehicles and users.

Strategies Include:

- Real-time warning to drivers of slowed traffic conditions ahead (interstates)
- Improved signing and delineation of curves (rural roads)
- Use of speed feedback signs (urban roads)
- Narrowed roadways or use of speed bumps (residential roads)

Initiative: Licensing and Regulation:

Reason: Young drivers are at an increased crash risk due to inexperience and an inability to reliably predict hazards.

Strategies Include:

- Foster a cultural shift in which a driver license is viewed as a privilege earned after rigorous training, education and testing
- Identify best practices in licensing, including shifting graduated driver license restrictions to age 18 and older, recognizing more teens are delaying licensure
- Address needs of low-income households by providing subsidies to low-income student for driver training, and online training as options for low-cost training or for remote, rural areas